

### Greetings!

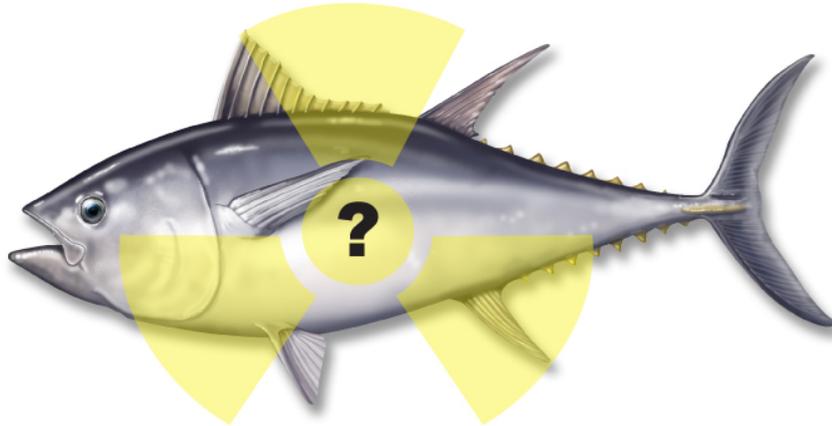
Well the end of summer has caught up to us once again, but not to worry, the fall always brings in new varieties of fresh fish to the markets! In this month's email we bring you a summary of a recent FishWise blog post that has received lots of attention around the web, a roundup of our visit to New Leaf - Pleasanton's sustainable seafood promotional day, and introduce you to our new graduate intern Kathleen Mullen-Ley.

Enjoy!

### Quick Links

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### Update on Fukushima: Should we be worried about radioactive seafood?



The revelation that contaminated water from the plant continues to leak into the ocean has stirred worries regarding the safety of eating seafood from the Pacific. In response to the growing number of sensational news articles about the Fukushima Daiichi nuclear power plant, FishWise has posted a [blog](#) to explain the issue from a scientific standpoint.

Our analysis of the issue resulted in a positive outlook: There is no need to avoid eating seafood from the Pacific Ocean. Research by scientists who have been monitoring the impact of radiation on marine food webs indicate that levels of radioisotopes from the Fukushima plant are well below all national food safety limits. In fact, the significance of one study that tested radiation in bluefin tuna off the coast of California was not the implications for human health, but rather that scientists could use the signals from Fukushima to understand bluefin migration patterns across the Pacific. The most recent scientific [paper](#) on the topic concludes that the dose of radiation people would be exposed to by eating seafood today is, "...comparable to, or less than, the dose all humans routinely obtain from naturally occurring radionuclides in many food items, medical treatments, air travel, or other background sources."

The environmental and economic impacts of the continuing disaster on the people who live near Fukushima are undoubtedly more significant. But for those of us who live across the Pacific Ocean, which covers 46% of the Earth's surface and has an average depth of 14,000 feet, the dangers from the plant are practically nonexistent.

## FishWise Tables at New Leaf - Pleasanton Event

FishWise staffers Ethan Lucas and Kathleen Mullen-Ley were pleased to participate in a sustainable seafood promotional event that took place this past August 17th at [New Leaf Community Market's](#) newest location in Pleasanton, CA. The event was highlighted by [Pacific Seafood](#) bringing their seafood trailer - a classy seafood display case on wheels that not only displays and sells seafood but also provides educational opportunities and cooking demonstrations.



FishWise teamed up with both New Leaf and Pacific Seafood to educate New Leaf - Pleasanton's customer base about the partnership between FishWise and New Leaf and provide educational materials to children and adults about why choosing sustainable seafood is not only good for your health but also good for the environment.



New Leaf staff were busy cooking green rated fish tacos and pairing it with a cold selection of tasty microbrews that enticed customers to stick around, play the interactive games FishWise provided, and enjoy the beautiful weather. Cooking demonstrations on yellow rated shrimp and swordfish provided passers by with a delicious sample and an additional reason to stick around. By the day's end everyone left the event with a full stomach and a bit more knowledge in hand.



## Meet Kathleen Mullen-Ley, FishWise Graduate Intern!



Greetings FishWise newsletter subscribers! My name is Kathleen and I'm the new graduate intern. I'm excited to be part of the team of hard-working sustainable seafood lovers here at FishWise.

My passion for marine conservation is the result of a youth spent diving, surfing, and exploring along the coast of San Diego and northern Baja California. After obtaining my B.A. with Honors in Environmental Studies from [UC Santa Cruz](#), I moved to Washington D.C for a year-long internship at the [Center for Food Safety](#), lobbying on behalf of small organic farms to members of Congress and the USDA. Upon moving back to the west coast, I was hired as the Environmental Educator at the nonprofit [I Love A Clean San Diego](#), where I taught K-12 students about the importance of preventing land-based marine pollution and helped organize community beach cleanups. After two years of teaching, I was accepted into the Masters degree program at [Scripps Institution of](#)

While a student at Scripps, I took the opportunity to study a variety of topics, including marine ecology, ocean law and policy, and fisheries economics. I also gained experience conducting field work at the [Wrigley Institute](#) on Catalina Island and at sea aboard the R/V Sproul. For my Masters thesis, I analyzed the World Trade Organization's ruling on the US dolphin-safe tuna label and considered its implications for future seafood labeling efforts. Through my research, I gained insight into the complexities of the global canned tuna supply chain and the challenges that exist in making tuna more sustainable. The experience inspired me to pursue a career promoting sustainable seafood by working with stakeholders across all levels of the supply chain.

Given my interest in sustainable seafood and passion for marine conservation, I am thrilled to help FishWise in their mission to promote healthy ocean ecosystems through environmentally responsible practices.

### In Case You Missed It...

[Verlasso salmon](#), a proprietary brand of fish from AquaChile, recently became the first net pen farmed Atlantic salmon to receive a yellow rating from Seafood Watch. For more information on this new development, please review the Seafood Watch report, [here](#).



If you have any questions, comments, or would like to contribute to the FishWise Newsletter please don't hesitate to contact me!

Sincerely,

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